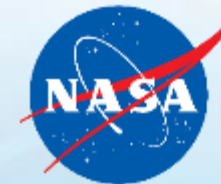


National Aeronautics and  
Space Administration



## Dissecting the 2022 SBIR & STTR Phase I Solicitations

## NASA SBIR/STTR Program

January 20, 2022

[sbir.nasa.gov](https://sbir.nasa.gov)



## AGENDA

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- Program Overview
- Webinar Ground Rules
- Solicitations: Notable Changes
- Solicitations: Plan Ahead
- **Q&A Session 1**
- Solicitations: Additional Opportunities
- **Q&A Session 2**
- Solicitations: Live Demonstration
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- **Q&A Session 4**



**WE ARE  
PIONEERS,  
AND SO  
ARE YOU.**



# Who can join?



- The program's **focus is on R&D**, funding ideas that have the potential to solve some of NASA's most pressing challenges
- You **must be a Small Business Concern (SBC)** with 500 employees or less and legally established in the U.S. to be eligible for both SBIR and STTR
  - Read more about eligibility requirements in this year's SBIR solicitation: [Chapter 1.5](#) 
- **For STTR**, the partnering research institution must be in the U.S. and be a nonprofit college or university, domestic nonprofit research organization, or a federally funded R&D Center (FFRDC)
  - Read more about eligibility requirements in this year's STTR solicitation: [Chapter 1.5](#) 
- **If NASA is not the right fit**, there are 10 other government agencies that have SBIR/STTR programs that you may want to explore: <https://www.sbir.gov/agencies-landing> 

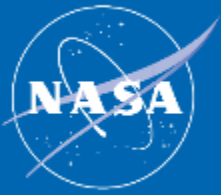
# What is the difference between SBIR and STTR?



- The STTR program exists to unlock the power and innovative thinking of the country's **research institutions**
- The primary difference is that for STTR, the small business **must formally partner** with a research institution (RI)
- Topics in **SBIR** support NASA's **mission directorates**, whereas the **STTR** topics are derived from the specific needs of NASA's **ten centers**
- The **period of performance** for a Phase I is longer for STTR due to the nature of the academic calendar for universities
- **SBIR**: Principal Investigator (PI) must be more than 50% employed by, and at least 67% of the research or analytical work must be performed by, the small business.
- **STTR**: Principal Investigator (PI) can be employed by either the small business or the research institution. At least 40% of the research or analytical effort must be performed by the small business, and at least 30% of the effort must be performed by a single research institution.

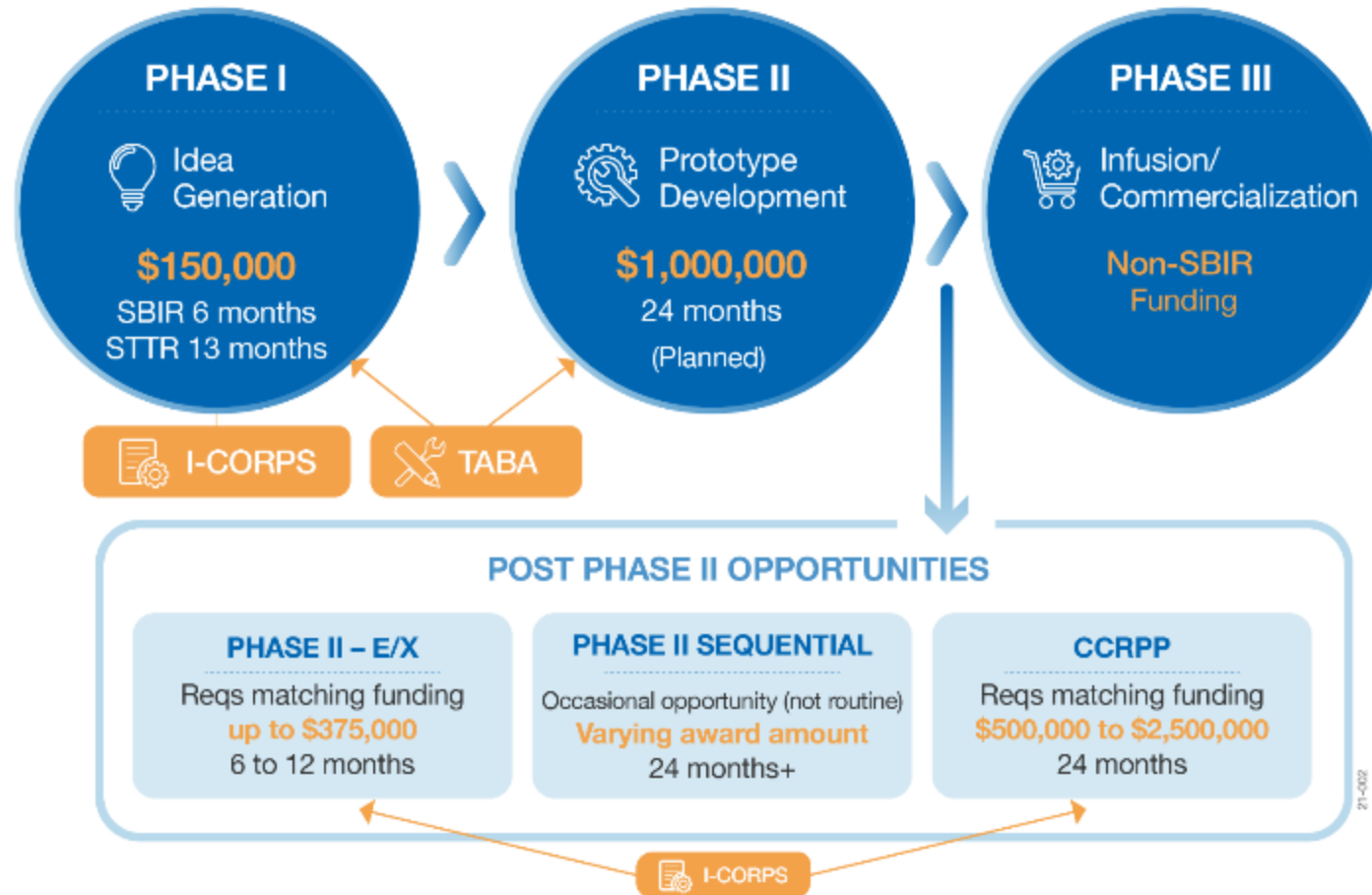


# What exactly do I get?



Up to \$1.15 million for Phase I and II and nearly \$3 million or more for Post Phase II opportunities!

## NASA SBIR/STTR PHASES



Note: The 2022 Phase II funding amount is planned to increase to \$1 million from \$750,000. This is dependent on the final budget appropriated by Congress.

# How does it work?



Note: Dates are subject to change. For the latest dates, please visit our website's "Schedule & Awards" page.



# Webinar Ground Rules





This webinar is intended to help you navigate, read, understand, and respond to the solicitations. It is not official procurement guidance/instructions.

**It is your responsibility to read and understand the solicitations in their entirety, and to develop and submit your proposal in accordance with the requirements and instructions contained therein.**

## What will be covered today:

- SBIR, STTR, and the differences between the two programs
- How to navigate the solicitations online, including research areas in Chapter 9
- Important considerations when submitting a proposal

## What will not be covered today:

- Specifics related to technologies, research areas, or proposed innovations
- Specifics related to Submissions EHB
- *NOTE: NASA Procurement rules place the Agency in a “Blackout Period” while the solicitations are open, which prohibits any NASA employee from discussing proposal specifics with any potential offeror.*





# Solicitations: Notable Changes

# 2022 NASA SBIR/STTR Solicitations




- Opened January 6, 2022
- Closing March 9, 2022
- Changes for 2022
  - Phase I funding **has increased by 20%**
    - SBIR and STTR awardees will now receive \$150,000 (instead of \$125,000)
  - SBIR and STTR are split into **separate solicitations**
    - The due dates for proposals are still be aligned
  - **Phase II requirements** are no longer a part of the Phase I solicitations
    - Phase I awardees will have access to specific Phase II submissions information toward the end of their period of performance







# Solicitations: Plan Ahead

- **Submitting a Phase I proposal requires the offeror to complete several registrations.**
- *Read more about these requirements in this year's solicitations:*
  - SBIR: [Chapter 2](#)
  - STTR: [Chapter 2](#) 
- These registrations take time to complete. If you have not already, start the registration processes immediately.
- Do not assume past registrations are up to date. Please confirm and/or update required registrations immediately.
- Note: SAM.gov is changing its registration process and firms will have to obtain or ensure a Unique Entity Identifier (UEI) has been assigned to them. A UEI will be required to submit a 2022 Phase I proposal.
- The Submissions EHB also requires registration or update to a prior registration. EHB is the system that NASA uses for proposal submission.

- **A complete proposal package for Phase I shall be received via the Electronic Handbook (EHB) no later than 5:00pm ET on Wednesday, March 9, 2022.**
- *Read more about these requirements in this year's solicitations:*
  - SBIR: [Chapter 6](#)
  - STTR: [Chapter 6](#)
- All files constituting the complete proposal package must be uploaded prior to the deadline.
- An Offeror that waits to submit a proposal package near the deadline is at risk of not completing the required uploads and endorsements of their completed proposal package by the required deadline.
- If a complete proposal package is not received by the 5:00 p.m. ET deadline, the proposal package will be determined to be incomplete and will not be evaluated.

# Plan ahead to submit early!



**Over 78% of firms submit their Phase I proposals on the day they are due!**

We strongly encourage firms to submit several days before the deadline to avoid last minute issues.

**NASA will not accept late proposals.**





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# Q&A Session 1



# Solicitations: Additional Opportunities

# Technical & Business Assistance (TABA)

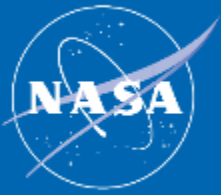


- *Read more about this opportunity in this year's solicitations:*
  - SBIR: [Chapter 1.8](#); [Chapter 3.5.8](#)
  - STTR: [Chapter 1.8](#); [Chapter 3.5.8](#)
- TABA provides an opportunity for you to stay focused on R&D while utilizing a vendor to help shape your commercialization roadmap in order to:
  - Strengthen your ability to apply for future Phase II and Post Phase II/Phase III funding
  - Put into place strategies to commercialize in federal and NASA-relevant commercial markets
- TABA allows you to select one or multiple vendors to help with:
  - Product sales
  - IP protections
  - Market research
  - Market validation
  - Development of regulatory/manufacturing plans





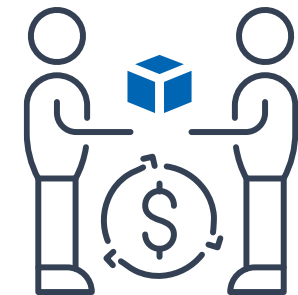
# Requesting TABA



- **Small businesses may request up to \$6500 at Phase I, over and above the award amount**
  - A description of how the funding will be used must be included in your Phase I proposal
  - You may choose your own 3<sup>rd</sup> party vendor, subject to NASA review and approval
  - It is not required and will not be considered during the technical evaluation
- NASA encourages using Phase I TABA funding for:
  - Development of a Phase II TABA Needs Assessment – The goal of the TABA Needs Assessment is to determine and define the types of TABA services and costs the offeror would need if TABA is requested at Phase II and the project is selected. This assessment will be submitted with the Phase II proposal.  
**Phase II awardees may be eligible to receive up to \$50,000 for TABA services.**
  - Development of a Phase II Commercialization and Business Plan – Phase II proposals require a commercialization and business plan so that NASA can evaluate a firm's ability to commercialize the innovation and to provide a level of confidence regarding the firm's future and financial viability.



- *Read more about this opportunity in this year's solicitations:*
  - SBIR: [Chapter 1.7](#); [Chapter 3.5.3.9](#)
  - STTR: [Chapter 1.7](#); [Chapter 3.5.3.9](#)
- Phase I awardees are encouraged to participate in this training, which is designed to lower the market risk inherent in bringing a product or innovation to market, thereby improving the chances for a viable business model.
- The intended results of I-Corps are to enable you to conduct customer discovery to learn your customers' needs, to obtain a better understanding of your company's value proposition as it relates to those customer needs, and to develop an outline of a business plan for moving forward.
- NASA will conduct an abbreviated competition for I-Corps after Phase I selections. The solicitation provides instructions on the process to apply.



# Take advantage of additional opportunities



Less than 15% of firms that apply for Phase I take advantage of additional opportunities that NASA provides to help them be successful in commercial markets!



**We STRONGLY encourage you to review these opportunities and consider applying for them in your proposal.**



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# Q&A Session 2

# Technical Requirements

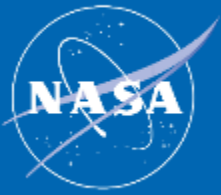


- How do I get more information about technical requirements of solicitation subtopics?
  - SBIR: [Chapter 7](#)
  - STTR: [Chapter 7](#) 
- Why doesn't NASA have a technical Q&A period?
  - Schedule and staffing constraints
  - Future consideration: integrating technical content into webinars like this one

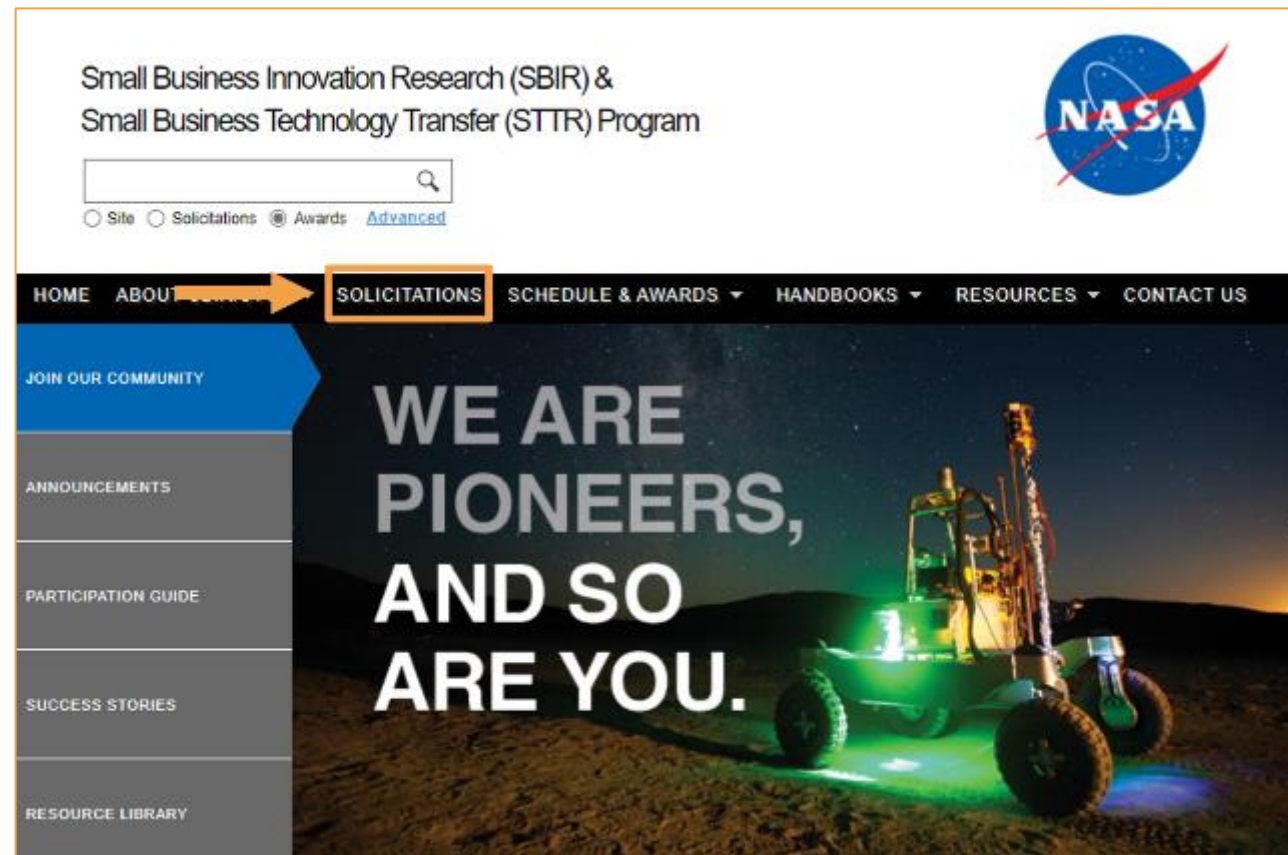


# Solicitations: Live Demonstration

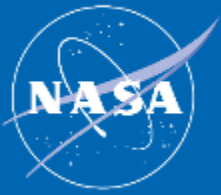
# Live Demonstration



*View the walkthrough in the “Dissecting the Solicitations” event recording*



# Live Demonstration



*View the walkthrough in the “Dissecting the Solicitations” event recording*

 <p>The cover for the NASA SBIR Program Solicitation 2022. It features a collage of images: a space station, a rocket launch, and a group of people. The text "NASA SBIR PROGRAM SOLICITATION 2022" is prominently displayed in the center.</p>	 <p>The cover for the NASA STTR Program Solicitation 2022. It features a collage of images: two scientists in lab coats, a rocket launch, and a group of people. The text "NASA STTR PROGRAM SOLICITATION 2022" is prominently displayed in the center.</p>
<b>FY 2022 SBIR Solicitation</b>	<b>FY 2022 STTR Solicitation</b>
Open from January 06, 2022 to March 09, 2022	Open from January 06, 2022 to March 09, 2022
Selections scheduled to be announced on May 25, 2022*	Selections scheduled to be announced on May 25, 2022*
<a href="#">Proposal Submission EHB</a>	<a href="#">Proposal Submission EHB</a>
<small>*Date Subject to change</small>	<small>*Date Subject to change</small>





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# Q&A Session 3

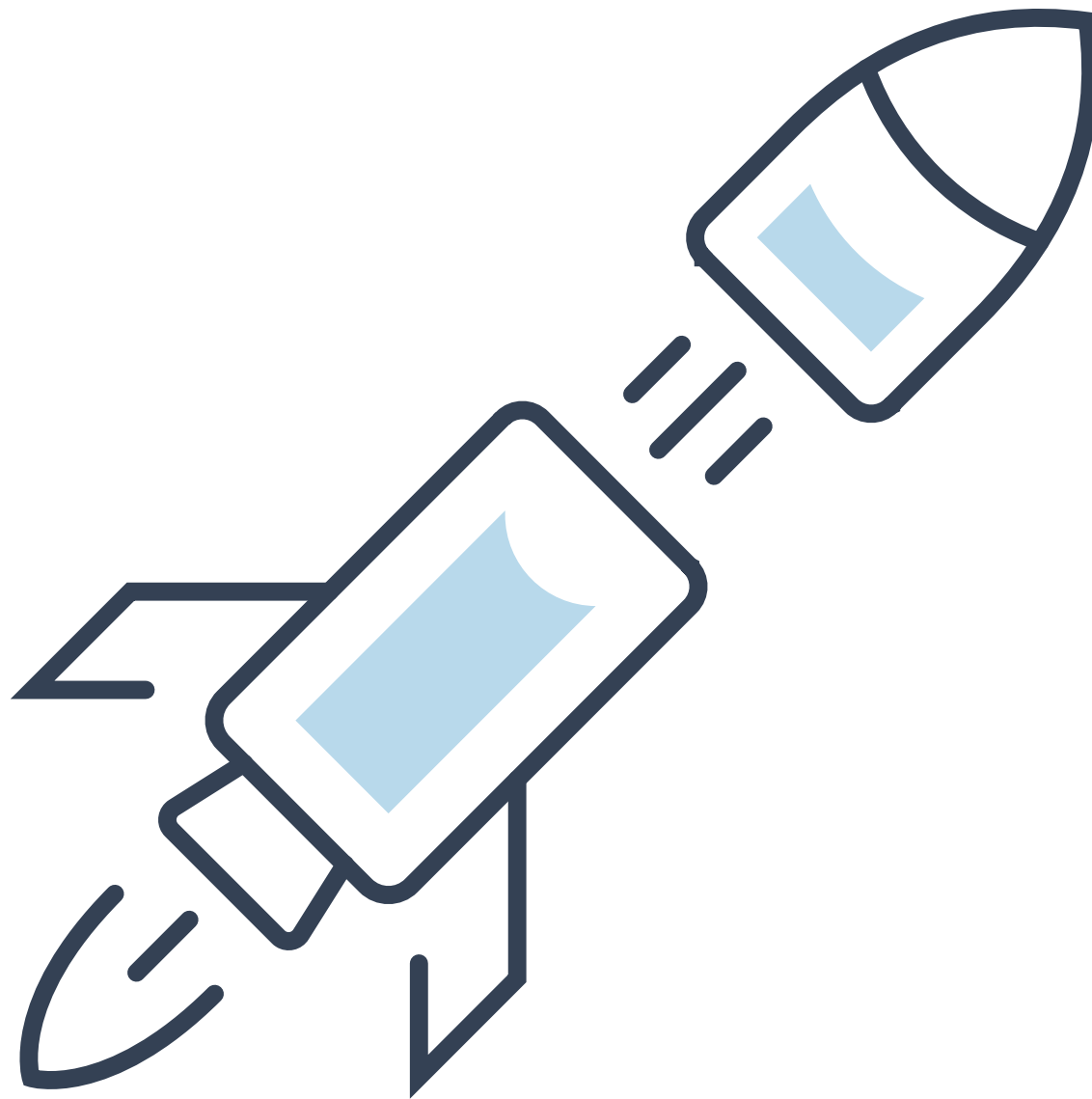


# Solicitations: Key Takeaways

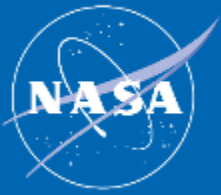


**It is not in the stars  
to hold our destiny  
but in ourselves.**

**William  
Shakespeare**



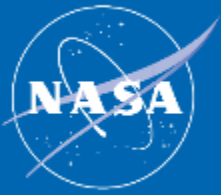
# Key Takeaways



- Spend time reading the research areas and determine which solicitation to apply under
- Carefully review the solicitation you are applying to in its entirety
  - Remember the programs are different from each other and there are different rules for SBIR vs. STTR
  - Note: there are additional rules that were not covered in this webinar, and therefore it's important to review and fully understand the solicitations
- Plan ahead!
  - Complete all the requirements in the solicitation (e.g., registrations, certifications)
  - Submit early – don't be one of the firms that are stressing on the last day
- Take advantage of additional opportunities the program offers
  - Technical and Business Assistance (TABAs)
  - I-Corps
- Use available resources



# What other resources do I have?

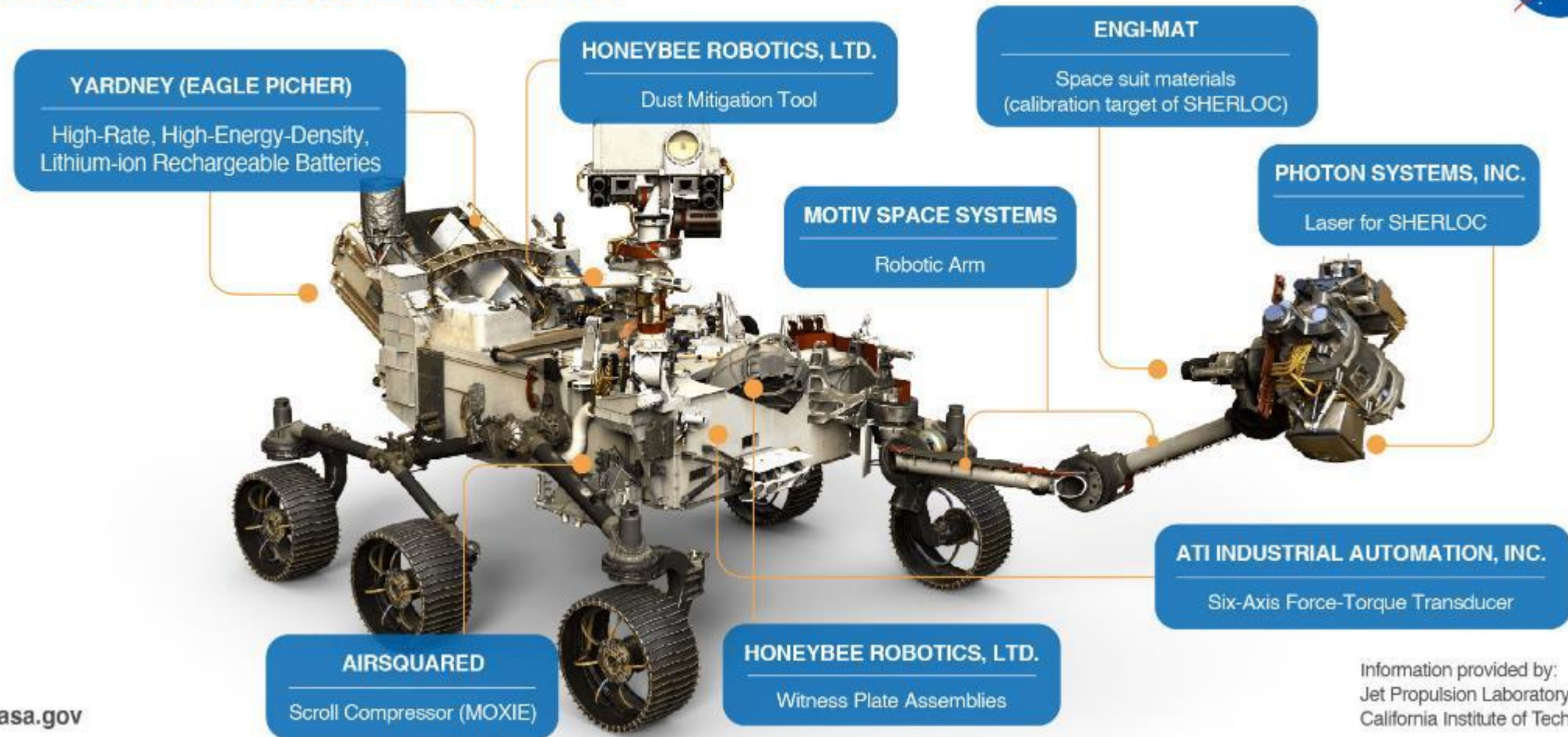


- Sign up for our newsletter and other **communications**: [sbir.nasa.gov/info](https://sbir.nasa.gov/info)
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- **Success Stories**: [sbir.nasa.gov/success-stories](https://sbir.nasa.gov/success-stories)
- **Blog**: [sbir.nasa.gov/blog](https://sbir.nasa.gov/blog)
- **Contact the Helpdesk**: [sbir@reisystems.com](mailto:sbir@reisystems.com)

# Infusion into NASA's missions



## SBIR TECH ON-BOARD MARS 2020 PERSEVERANCE ROVER





Black Swift Technologies' sUAS gathers and process data to maps soil moisture in near real-time.

## Soil Moisture Mapping Small Unmanned Aircraft System (sUAS)

**LOCATION:** Boulder, Colorado

### **SBIR SUCCESS:**

More than \$1.3M in total SBIR investments, including Phase II-E and CCRPP

### **SNAPSHOT:**

Black Swift Technologies designed a low cost sUAS that provides measurements of volumetric soil moisture content over agricultural-plot sized areas to support water management, agriculture, and fire, flood, and drought hazard monitoring.

**READ MORE:** [Web](#) | [PDF](#)



# Q&A Session 4